

# **REPORT OF THE COMMITTEE ON BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM**

## **Voting Members:**

Kymberly Marcos Pine, Chair; Carol Fukunaga, Vice-Chair;  
Heidi Tsuneyoshi, Tommy Waters

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Committee Meeting Held  
January 21, 2020

Honorable Ikaika Anderson  
Council Chair, City Council  
City and County of Honolulu

Mr. Chair:

Your Committee on Business, Economic Development and Tourism which considered Bill 51 (2019), CD1, FD1 entitled:

"A BILL FOR AN ORDINANCE RELATING TO TOURISM,"

which passed Second Reading and a Public Hearing held at the November 6, 2019 Council meeting, reports as follows:

The purpose of Bill 51 (2019), CD1, FD1 is to establish a "Keep Hawai'i Hawai'i" pledge awareness program for visitors to the City and County of Honolulu, aimed at promoting visitor awareness and on-island behaviors that are as environmentally responsible and culturally sensitive as possible.

Your Committee, at its meeting on November 12, 2019, postponed action on the Bill to allow more time to address concerns.

The Executive Director of the Office of Economic Development, testified that the Office supports the intent of the bill and offered suggested amendments to strengthen the bill and encourage awareness of the pledge.

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**CITY COUNCIL**  
CITY AND COUNTY OF HONOLULU  
HONOLULU, HAWAII

ADOPTED ON **JAN 29 2020**

COMMITTEE REPORT NO. **9**

# **REPORT OF THE COMMITTEE ON BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM**

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Your Committee has prepared a CD2 version of the Bill to adopt the amendments suggested by the Office of Economic Development. The CD2 makes the following amendments:

1. Clarifies in proposed Section 2-\_\_1(e) that the agency may partner with "other public and private persons and entities, including those in the airline, cruise ship, visitor, and hospitality industries, and those receiving funding from the Hawaii Tourism Authority, to promote the pledge."
2. Amends SECTION 3 by adding a proviso that the "ordinance takes effect upon its approval; provided that the agency may refrain from undertaking the directives enacted in SECTION 2 until such time as adequate funding is made available."
3. Makes miscellaneous technical and nonsubstantive amendments.

Your Committee received no oral public testimony on the Bill.

Written testimony in support was received from one individual.

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**CITY COUNCIL**  
CITY AND COUNTY OF HONOLULU  
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COMMITTEE REPORT NO. **9**

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Your Committee on Business, Economic Development and Tourism is in accord with the intent and purpose of Bill 51 (2019), CD1, FD1, as amended herein, and recommends that it pass Third Reading, in the form attached hereto as Bill 51 (2019), FD1, CD2. (Ayes: Fukunaga, Pine, Waters – 3; Noes: None; Excused: - Tsuneyoshi - 1.)

Respectfully submitted,

  
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Committee Chair

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## CITY COUNCIL

CITY AND COUNTY OF HONOLULU  
HONOLULU, HAWAII

ADOPTED ON JAN 29 2020

COMMITTEE REPORT NO. 9



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**A BILL FOR AN ORDINANCE**

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RELATING TO TOURISM.

BE IT ORDAINED by the People of the City and County of Honolulu:

SECTION 1. Purpose. The purpose of this ordinance is to establish a "Keep Hawaii Hawaii – Promise to Our Keiki Pledge" for visitors to the City and County of Honolulu, similar to the Pono Pledge campaign of Hawaii Island and the Aloha Pledge of Kauai, both of which are aimed at promoting visitor awareness and on-island behaviors that are as environmentally responsible and culturally sensitive as possible.

SECTION 2. Chapter 2, Revised Ordinances of Honolulu 1990 ("The Mayor and Executive Agencies – Additional Powers, Duties and Functions"), is amended by adding a new article to be appropriately designated by the Revisor of Ordinances and to read as follows:

**"Article \_\_\_\_ "Keep Hawaii Hawaii – Promise to Our Keiki Pledge"**

**Sec. 2-\_\_\_\_.1 "Keep Hawaii Hawaii – Promise to Our Keiki Pledge".**

- (a) For purposes of this article, the term "agency" means the mayor's office of economic development, or such other city department or agency as may be designated by the mayor.
- (b) There is established within the agency a "Keep Hawaii Hawaii – Promise to Our Keiki Pledge" aimed at promoting visitor awareness and on-island behaviors that are as environmentally responsible and culturally sensitive as possible.
- (c) The agency will create and promote a "Keep Hawaii Hawaii – Promise to Our Keiki Pledge" that joins in the spirit of the other established county pledges.
- (d) The agency will publish the pledge in multiple languages and formats to improve accessibility, especially to visitors from abroad.
- (e) The agency may partner with other public and private persons and entities, including those in the airline, cruise ship, visitor, and hospitality industries, and those receiving funding from the Hawaii Tourism Authority, to promote the pledge.
- (f) The pledge may be promoted on the city's websites and may be promoted on such other media and social media as the agency deems appropriate.



**CITY COUNCIL**  
CITY AND COUNTY OF HONOLULU  
HONOLULU, HAWAII

ORDINANCE \_\_\_\_\_

BILL **51 (2019), FD1, CD2**

**A BILL FOR AN ORDINANCE**

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- (g) The agency may institute community service dates such as those that have been used in other counties where select businesses and nonprofit organizations host volunteer activities at various locations throughout the county in order to heighten community awareness of the pledge."

SECTION 3. This ordinance takes effect upon its approval; provided that the agency may refrain from undertaking the directives enacted in SECTION 2 until such time as adequate funding is made available.

INTRODUCED BY:

Kymberly Pine

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DATE OF INTRODUCTION:

September 13, 2019  
Honolulu, Hawaii

\_\_\_\_\_  
Councilmembers

APPROVED AS TO FORM AND LEGALITY:

\_\_\_\_\_  
Deputy Corporation Counsel

APPROVED this \_\_\_\_\_ day of \_\_\_\_\_, 20 \_\_\_\_\_.

\_\_\_\_\_  
KIRK CALDWELL, Mayor  
City and County of Honolulu